








# How B2B Commerce Has Changed in the Last 20 Years

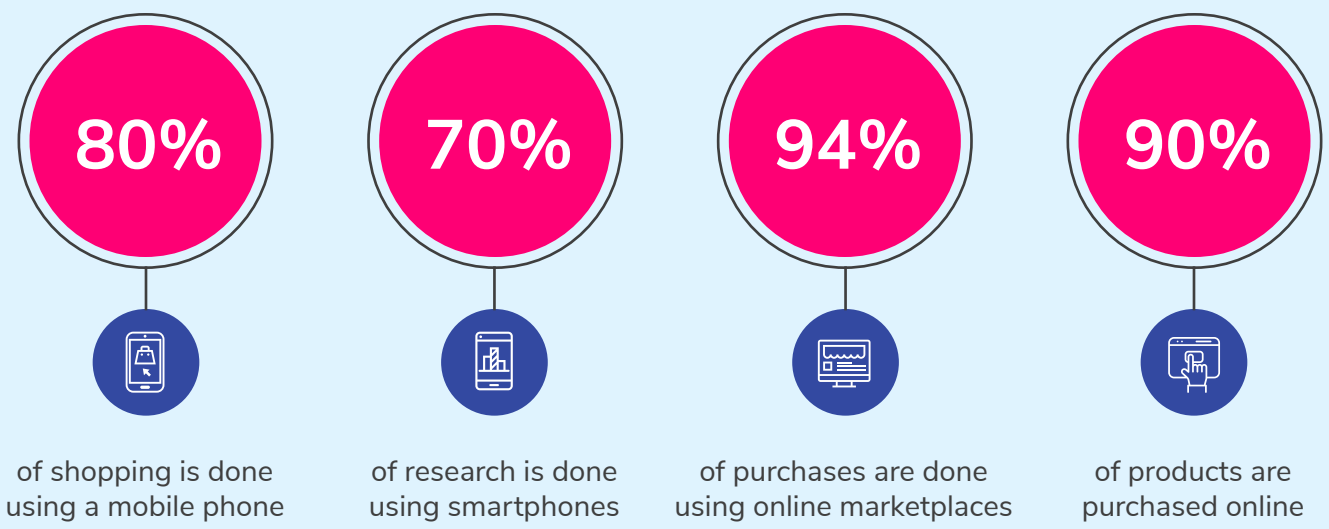
## The B2B Buyer Mindset Has Changed

-  **80%** expect real-time interaction with vendors
-  **64%** want vendors who demonstrate knowledge of their companies
-  **62%** want vendors who are industry experts
-  **54%** research heavily before purchasing
  - 54% depend on documents with technical specs
  - 49% rely on case studies
  - 38% prefer videos
  - 34% trust white papers
  - 31% favor infographics
  - 3-5 vendors are evaluated prior to purchasing

## The B2B Buyer Preferences Have Changed

-  **72%** prefer vendors who understand their unique needs
  -  **89%** require a more personalized shopping portal experience
  -  **73%** want to resolve product and service issues on their own
  -  One out of three buyers would choose a vendor if they can place, pay, track and return orders online
  -  **28%** would like automated purchasing processes in the next five years
  -  **26%** would want automatic payments
  -  **25%** would require compliance checks
  -  **90%** prefer self-serve options
- One out of four wants fast and easy online order processing
- Easier and faster checkout process
  - Straightforward repeat ordering
  - Faster delivery
  - Better order tracking
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## The B2B Buying Process Has Changed



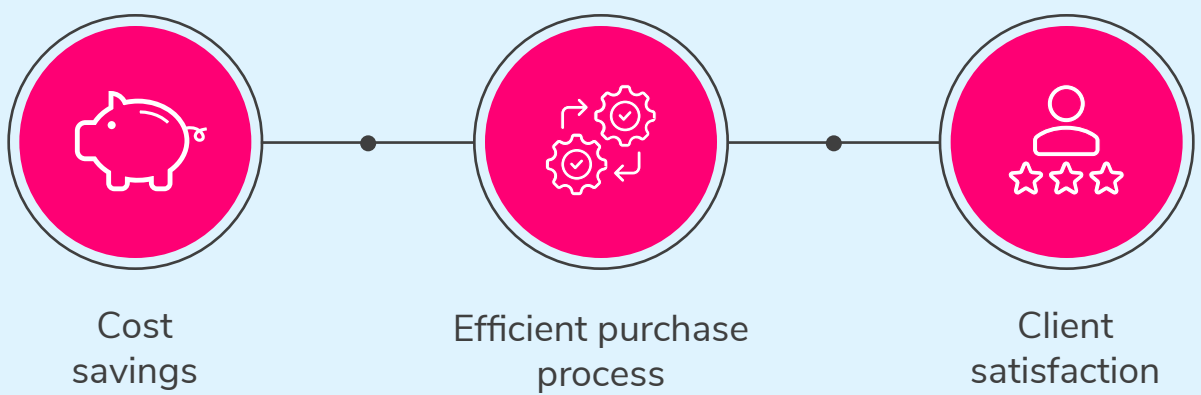
## The Challenges Faced by B2B Buyers Have Changed



-  **44%** experience online order errors from their top suppliers almost every two weeks:
  - 29% is due to incorrect product selection
  - 23% is due to wrong pricing
  - 23% have incorrect product information
  - 28% is because of inaccurate product display



## The B2B Buyer Expectations Have Changed



## How B2B Vendors Must Respond

Implement product data management solutions that:

-  Display relevant information
-  Simplify processes
-  Optimize functionalities
-  Provide sophisticated data management capabilities



### About Contentserv

Contentserv's software solutions enable manufacturers, brands and retailers to deliver rich, personalized and highly converting product experiences that delight customers, improve time to value and boost ROI.

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